



# FACT

ARCHITECTURE.  
INTERIOR.  
PRODUCT.  
COMMUNICATION.  
CONCEPT.

## THE WHOLE WORLD OF ARCHITECTURE

# SHEET

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# THE ICONIC AWARDS

## THE AWARDING AUTHORITY GERMAN DESIGN COUNCIL — RAT FÜR FORMGEBUNG

The German Design Council is the authority for design in Germany. It thinks holistically and brings together decision-makers from the world of architecture and industry.

The ICONIC AWARDS are the leading platform for architecture, industry and the construction sector, focusing on the disciplines of architecture, interior design and product innovation. With up to **800 entries** from over **45 countries** each year.

They create networking and business opportunities, increase visibility and connect you with influential decision makers. They also open doors to new markets.

“We see this as a special opportunity to create synergies and to network the various target groups in the industry even more closely”, explains Lutz Dietzold, CEO of the German Design Council.

## PIONEERING ARCHITECTURE. HOLISTIC INTERIOR DESIGN. INNOVATIVE PRODUCTS. ALL ON A SINGLE PLATFORM.

For over ten years, this internationally renowned award has **celebrated ground-breaking projects** and sustainable solutions: visionary urban and landscape concepts, intelligent renovation projects, sensitive new-build solutions, holistic interior design, innovative product developments, forward-thinking ideas for living and working environments, material innovations, and effective brand communication.

With 5 main categories and 50 subcategories, the ICONIC AWARDS provide a **major platform** for architecture, interior design and innovative products.

### New categories:

The categories ‘Mixed-Use Development’, ‘Transformation’, ‘Surface and Facade’ and ‘Urban Regeneration and Development’ recognise solutions that respond to the challenges facing the industry and increasingly focus on the developers and builders behind the projects. All categories can be found on **pages 9 to 13**.

## WHO CAN PARTICIPATE?

The ICONIC AWARDS provide a platform for everyone contributing to the transformation of our built environment: architects, interior designers, engineers property developers and managers, real estate investors, agencies and design offices and manufacturers in the fields of materials, building technology, fittings, sanitation, furnishing industry etc.

All projects belonging to one of the categories listed can be submitted.

The publication or implementation of the project may not date back more than five years ago. Excluded are projects in the “Concept” category, in which unrealised designs and visionary ideas are expressly allowed to be submitted.

The number of entries per company is not limited.

## HOW TO PARTICIPATE?

Designers and companies can submit their projects to the competition on their own initiative.

### SUBMIT YOUR PROJECT

- Submit your project [online](#) by **15 May 2026**.
  - Select the appropriate **competition category**.
  - Provide all **project details** and upload five **representative images**.
  - Add the **project presentation**.
  - After internal review, you will receive written feedback.
- Not accepted? Then there is no charge.

### JURY PROCESS

- On 28 May 2026, the international jury of experts will evaluate all submissions.
- Further information on **page 15**.
- On 12 June 2026, the winners will be informed.

Please note: Service fees apply if you win an award. Details on **pages 17 to 18**.

# 02.

# BENEFITS FOR AWARD WINNERS



## AN AWARD FOR THE ENTIRE CONSTRUCTION INDUSTRY

The ICONIC AWARDS bring together **all disciplines of the architecture industry**. Here, you will receive recognition and visibility among experts.

An award signifies **the highest level of appreciation** – awarded by a **jury of leading experts** in the construction industry. The label stands for quality and has **international appeal**.

Discover the experts on the **2026 jury** on the [ICONIC AWARDS website](#).



## CELEBRATE SUCCESS TOGETHER

Experience recognition for your achievements at the awards ceremony on 6 October 2026 at BMW Welt in Munich – a fixture in the international architecture calendar.

Every year, new pioneers, experienced colleagues and industry experts meet here.

The award ceremony is accompanied by a unique networking event with expert talks, match-making events and project presentations by the winners. An inspiring day that provides new impetus.

More about the award ceremony on [page 16](#).



## INTERNATIONAL VISIBILITY & B2B RELEVANCE

The ICONIC AWARDS are more than just an award – they form an **international platform** and open up networking and business opportunities.

Over **5,000 experts** from the fields of architecture, industry and real estate form a unique network. Make valuable contacts with decision-makers involved in current planning projects, trade press, property developers and manufacturers to find suitable partners for future projects.



## PROFESSIONAL EXCHANGE

Award winners gain **access to exclusive networking events** at trade fairs, invitations to **panel discussions** and opportunities for **project presentations**.

You can appear as speakers and experts in the ICONIC AWARDS network – for knowledge exchange or as a targeted acquisition measure.

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# 02.

## BENEFITS FOR AWARD WINNERS



### MAKING QUALITY VISIBLE – THE ARCHITECTURE LABEL

This **internationally recognised label** is awarded by a jury of experts and stands for the **highest quality in architecture**.

Use it on websites, in digital channels, email signatures, print media, advertising materials or at trade fairs – and make your **award visible to customers, partners and the professional world**.



### SHOWCASE YOUR SUCCESS WITH PHOTOS FOR YOUR TEAM AND THE PRESS

Capture your special moment during the award ceremony in front of the photo wall and celebrate it together with your team or your customers.

**Ideal image material for the press, social media, employer branding, recruiting** or as recognition for team achievements.



### ELEGANT AWARD SCULPTURE FOR OUTSTANDING ACHIEVEMENTS

Outstanding projects are honoured with the 'Best of Best' award. The winners receive an elegant award sculpture.

'Best of Best' sculptures are presented exclusively on stage during the award show.



### PRESENTED IN THE ANNUAL PUBLICATION

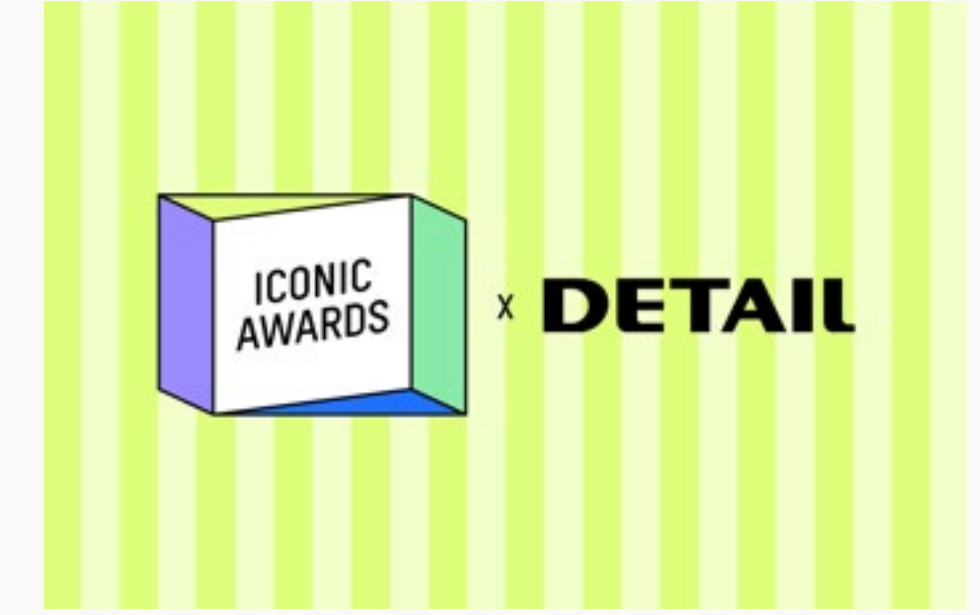
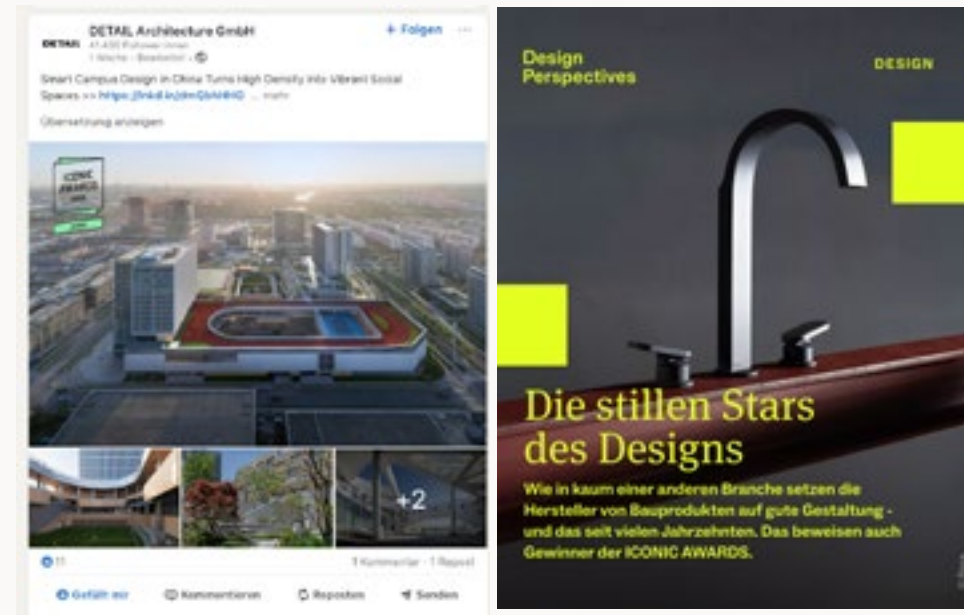
The annual publication of the ICONIC AWARDS is a **high-quality design book** that presents the award-winning projects of the year with inspiring images. Editorial articles open up new perspectives on innovations in the field of construction and design. Each winner receives their own entry about the award-winning project and an exclusive copy of the publication.

The publication is freely available for purchase, is publicly displayed and offers additional visibility and communication value for your project.

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# 01.

# BENEFITS FOR AWARD WINNERS



## REACH THROUGH JOINT PRESS RELATIONS

Benefit from the **wide reach** of the German Design Council's communication channels with **connections to the industry and design sector**. Through professional press relations, trend reports and editorial articles in media, the ICONIC AWARDS provide the **professional framework** for international innovations in architecture and interior design.

Additional material for press relations:

- Text modules
- Jury statement (for 'Best of Best' awards)
- White paper

## PERMANENT PRESENTATION IN THE ONLINE-SHOWROOM

All award-winning projects are presented in our online showroom for architecture, interior & product design at [www.iconic-world.de/directory](http://www.iconic-world.de/directory) including a link to the company and/or project page. Winners are permanently present here with their submission – beyond the award ceremony.

## ATTRACT ATTENTION WITH INDIVIDUAL SOCIAL MEDIA CLIPS

Award winners receive **individual clips** for a brief presentation of the award-winning project. These are optimally tailored for use on Instagram, Facebook and LinkedIn.

Award-winning 'Best of Best' projects also receive **individual advertisements on Facebook and Instagram** for target group-specific and wide-reaching project presentation.

## EXCLUSIVE MEDIA ACCESS

With **DETAIL as media partner**, you gain access to exclusive media coverage and events.

We publish the winner announcement in an exclusive newsletter, tailored advertorials\*, social media posts and in DETAIL's print magazine.

\* Note: individual reports can be purchased at a discounted rate.

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# 02.

## BENEFITS FOR AWARD WINNERS



### VALUABLE AWARDED WITH PERSONALISED DOCUMENTS

Award winners will receive two copies of their certificate in a high-quality frame. You can receive these at the award ceremony or they will be sent to you by mail afterwards.



### PROFESSIONAL MARKETING SERVICES

As a winner, you will receive exclusive access to our marketing services. Order **high-quality cuboids, certificates, documents and foil plots**, which are ideal for:

- Your company headquarters
- Your clients
- An effective presence at trade fairs and events



### NOMINATION FOR THE GERMAN DESIGN AWARD

We would like to recommend you! As winner of the ICONIC AWARDS 2026, you are automatically nominated for the German Design Award 2027 with your award-winning project.

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# 03.

## DEADLINES & DATES

CALL FOR ENTRIES .....	18 February 2026
DEADLINE EARLY BIRD REGISTRATION .....	27 March 2026
DEADLINE GRANT APPLICATIONS .....	13 April 2026
CLOSING DATE .....	15 May 2026
DEADLINE UPLOAD OF THE PRESENTATIONS TO THE JURY SESSION .....	19 May 2026
JURY SESSION .....	27 May 2026
NOTIFICATION OF THE JURY RESULTS .....	12 June 2026
PUBLICATION OF THE WINNERS .....	August 2026
AWARD CEREMONY .....	6 October 2026

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# REGISTRATION FOR THE AWARD

## REGISTRATION

Registration for participation in the competition takes place online at the registration portal:

[submit.german-design-council.de](https://submit.german-design-council.de)

There you can add all the information about your project and register for participation.

## SUPPORT PROGRAMME

The German Design Council offers all small businesses, freelancers and start-ups the opportunity to apply for funding to be exempted from the service fees for winners. The exemption is granted after an examination of the financial circumstances.

The prerequisite is that the annual turnover in each of the last two years (2024 and 2025) did not exceed EUR 100,000.00.

The application must be submitted by **13 April 2026** using the online form. Click here to go to the [grant application form](#).

## ONLINE APPLICATION

In the registration portal the following information is requested:

- Project name (+description)
- Descriptive texts German and English (max. 500 characters)
- Website
- Place and date of launch / location
- Details of company / customer or client, agency / realisation
- Details of designers / architects / agency
- Details of manufacturer / building owner / client
- Category and any additional category
- Billing address
- Images of the project (max. 5 images)

You will need an average of 15 minutes for an online application.

**Please note that the information and image / text material from your registration will be used both for the jury meeting and for publication in the event of an award.**

## REGISTRATION FEES

Early Bird registration until 27 March 2026 (incl. digital data preparation)	<b>EUR 300*</b>
Regular registration (incl. digital data preparation)	<b>EUR 350*</b>

\*All prices are per registered project and plus the legally valid value added tax

After successful registration you will receive a confirmation by e-mail as well as an invoice for the registration fees.

## SERVICE FEES FOR WINNERS

In the event of an award, service fees will apply for the benefits included in the service package. You will find detailed information on this on **pages 17 and 18**.

# REGISTRATION CLOSES ON 15 MAY 2026!

# 05.

# AWARD CATEGORIES

## MAIN CATEGORIES

With five main categories, the ICONIC AWARDS provide a forum for the entire world of architecture.

- ARCHITECTURE
- INTERIOR
- PRODUCT
- COMMUNICATION
- CONCEPT

## SELECTION

A project can be registered in one or more main categories. It is also possible to submit the project in the additional categories 'Innovative Material' and 'Circular Design'. The registration fees only have to be paid once.

## PLEASE NOTE

In the event of an award in a main or additional category, service fees will be charged for **each award** for the benefits included in the service package. For awards in the additional categories, the service fees will therefore be invoiced separately. Detailed information on this can be found on **pages 17 and 18**.

## SPECIAL CATEGORIES

The jury may award the following special and honorary prizes:

- Architects of the Year
- Interior Designers of the Year
- Creator of the Year
- Architects' Client of the Year
- Debut Work of the Year

Note: Nominations for special and honorary prizes are made by a specialist committee. It is not possible to apply for these awards.

## HONOURARY AWARDS

### ARCHITECTS OF THE YEAR

For outstanding design and innovation achievements by an individual or office whose projects provide valuable impetus for the sustainable development of the industry.

### INTERIOR DESIGNERS OF THE YEAR

For outstanding achievements in design and innovation by an individual or office whose visionary ideas create sustainable spaces that meet the needs of users and create a high-quality environment.

### CREATOR OF THE YEAR

The jury will award this special prize to the designer of the year for outstanding design achievements.

### ARCHITECTS' CLIENT OF THE YEAR

Honorary award for a commissioning company or institution in the private or public sector for outstanding achievements in promoting a holistic understanding of architecture.

## SPECIAL PRIZE

The special prize 'Debut Work of the Year' is awarded by the jury and is endowed with € 10,000.

### DEBUT WORK OF THE YEAR

The award is given for a single, independent early work in architecture, interior design, landscape or open space planning, planned and realised in the architect's own office; the work must have been completed no more than five years ago.

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# AWARD CATEGORIES

## ARCHITECTURE

### RETAIL AND COMMERCIAL

Branded spaces · shops · concept stores · showrooms · department stores · shopping centres · outlets · etc.

### HOSPITALITY

Hotels · boardinghouses · serviced apartments · spas and wellness resorts · bars · cafés · restaurants · pop-up bars · kiosk · etc.

### RESIDENTIAL

Prefab buildings · detached homes · care homes · etc.

### HEALTHCARE

Nursing facilities · hospitals · medical facilities · rehabilitation facilities · care facilities · hospices · etc.

### CORPORATE

Company buildings · office buildings · factories · warehouses · etc.

### PUBLIC

Stadiums · administrative buildings · sports facilities · railway stations · bus stations · toilet cubicles · etc.

### CULTURE

Museums · concert halls · theatres · opera houses · sacred buildings · temples · religious sites · monuments · etc.

### EDUCATION

Education buildings · schools · day-care centres · sports facilities · etc.

### EVENT AND EXHIBITION

Exhibitions · special settings · trade fair stands · pop-up stores · events · light installations · pavilions · temporary installations · etc.

### URBAN PLANNING

Villages · regions · urban branding · urban/district and neighbourhood development · mixed-use building complexes · ensemble · etc.

### LANDSCAPE AND PUBLIC SPACE

Landscape architecture · open space planning · squares · roads · bridges · sports facilities · street furniture · etc.

### TEMPORARY AND MOBILE ARCHITECTURE

Mobile architectures · pavilions · pop-ups · undefined typologies · installations · novel building types · lightweight and membrane structures · etc.

### TRANSFORMATION

Conversions: Conversion of department stores and office space · revitalisation of historic buildings · holistic utilisation concepts and industrial buildings · conversion of transport infrastructure · etc.

### MIXED-USE DEVELOPMENT

Vertical mixed use (residential, work, retail, hospitality) · horizontal mixed use · individual buildings · large-scale facilities · and hybrid neighbourhoods · campuses · etc.

### URBAN REGENERATION AND DEVELOPMENT

Revitalisation and regeneration of existing neighbourhoods · urban renewal · district planning · connectivity concepts · redensification & inner development · etc.

### INDUSTRIAL AND LOGISTIC DEVELOPMENT

Industrial parks · commercial areas · production and manufacturing facilities · research and development centres · logistics systems / hubs · etc.

### SURFACE AND FACADE

New construction · renovation · facade systems and modular solutions · technical solutions · etc.

### SPECIAL

Hybrid buildings with unusual mixed uses · landmarks · observation towers and platforms · serial / experimental buildings · prototypes · greenhouses · etc.

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# AWARD CATEGORIES

## CONCEPT

### **STRATEGIC DEVELOPMENT AND MASTERPLANNING**

Hybrid neighbourhoods · urban development strategies · master plans for neighbourhoods and districts · street spaces and mobility concepts · squares and public spaces · climate-resilient urban planning smart city concepts · etc.

### **URBAN DESIGN AND LANDSCAPE ARCHITECTURE**

Plazas · streets · renovation · conversion · villages · regions · urban branding · urban/district and neighbourhood development · mixed-use building complexes · ensemble · open space planning · garden and landscape architecture · etc.

### **VISIONARY & UNCOMPLETED ARCHITECTURE**

Concepts and unrealised designs for the design of: public buildings · cultural buildings · company buildings · office buildings · stores · factories · prefabricated buildings · residential buildings · concepts for temporary buildings · etc.

### **TRANSFORMATION**

Conversions · holistic utilisation concepts · revitalisation of city centres · conversion of transport infrastructure · conversion of existing buildings · etc.

### **SPECIAL**

Free designs · competition entries · future studies · city models · interdisciplinary concepts · digital architecture / metaverse connection · AI-supported architectural concepts · parametric / generative architecture · scenarios for new building typologies · etc.

## INTERIOR

### **RETAIL AND COMMERCIAL**

Branded spaces · shops · concept stores · showrooms · department stores · shopping centres · outlets · etc.

### **RESIDENTIAL**

Prefab buildings · detached homes · care homes · etc.

### **CORPORATE**

Company buildings · office buildings · business premises · factories · warehouses · etc.

### **WORKPLACE**

Office space · new work concepts · etc.

### **PUBLIC**

Schools · day-care centres · hospitals · stadiums · admin buildings · sports facilities · railway stations · bus stations · etc.

### **CULTURE**

Museums · concert halls · theatres · opera houses · sacral buildings · temples · religious sites · monuments · etc.

### **EDUCATION**

Education buildings · schools · day-care centres · sports facilities · etc.

### **HOSPITALITY**

Hotels · boardinghouses · serviced apartments · Spa and wellness resorts · member clubs · spa and wellness resorts · gastronomy · bars · cafés · restaurants · etc.

### **HEALTHCARE**

Nursing facilities · hospitals · medical facilities · rehabilitation facilities · care facilities · hospices · etc.

### **SPECIAL**

Pop-up concepts · new or undefined typologies · installations · lighting design and lighting concepts · etc.

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# AWARD CATEGORIES

## PRODUCT

### **FACADE**

Paint · insulation · plaster · windows · doors · balconies · materials · fittings · railings · etc.

### **WALL, FLOOR AND CEILING**

Tiles · wallpaper · plaster · carpets · parquet · materials · floor laminates · ceiling elements · stairs · floor coverings · wall coverings · etc.

### **ENERGY SOLUTION**

Solar thermal energy · photovoltaics · materials · biomass · solar energy systems · etc.

### **SANITATION AND WELLNESS**

Sanitary objects · fittings · bathtubs · Shower enclosures shower trays · bathroom furniture · ceramics · materials · swimming pools · saunas · water treatment · etc.

### **BUILDING FACILITY**

Lifts · escalators · stairs · doors · windows · radiators · materials · switches and control panels · house and door signage · handles · home automation · letterboxes · fittings · etc.

### **OFFICE AND WORKPLACE**

Office furniture · furniture systems · acoustic solutions · technical equipment for the workplace · etc.

### **KITCHEN AND HOUSEHOLD**

Kitchen taps · kitchen sinks · large electrical appliances · kitchen furniture · etc.

### **LIGHTING**

Lighting systems · outdoor luminaires · decorative luminaires · technical luminaires · work lights · etc

### **MATERIAL, TEXTILE AND SURFACE**

Materials and textiles · surfaces · decorative fabrics · furniture fabrics · etc.

### **FURNITURE**

Cabinet and shelving systems · seating · tables · beds · etc.

### **OUTDOOR & URBAN SOLUTIONS**

Street furniture · bus stops · shelters & waiting areas · bicycle racks · play and recreation areas · garden furniture and lounge modules · pavilions · etc.

### **SPECIAL**

New product typologies · etc.

## COMMUNICATION

### **B2B COMMUNICATION**

Trade fair stands · ad campaigns · ads · flyers · brochures · catalogues · outdoor advertising · websites · image films · architectural photography · books · etc.

### **B2C COMMUNICATION**

Trade fair stands · book publications · ad campaigns · ads · brochures · flyers · outdoor advertising · websites · image films · architectural photography · catalogues · etc.

### **CORPORATE DESIGN**

Branding · websites · letterhead stationery · business cards · flyers · posters · banners · signs · flags · etc.

### **SIGNPOSTING SYSTEM**

Guidance systems for cities · public institutions · office and business premises · shopping centres · detached homes · etc.

### **SPECIAL**

Free concepts for architecture and interior design · not realised brand and corporate designs from architecture and interior · etc.

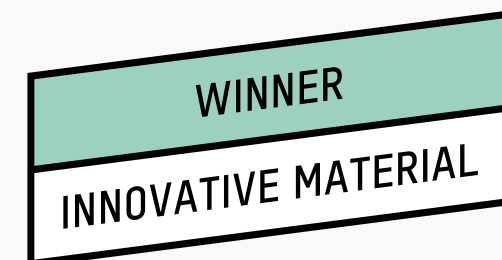
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# AWARD CATEGORIES

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## ADDITIONAL CATEGORIES

### CIRCULAR DESIGN

It highlights particularly innovative solutions that implement the current objectives of the circular economy and are a role model for circular strategies.

Circular Design is crucial to address the challenges of resource scarcity, pollution and climate change and to build a more sustainable and resilient economy.

### INNOVATIVE MATERIAL

The projects should be characterised in particular by the use of innovative materials and significantly shape the design of buildings, interiors and products.

The focus is on sustainable, energy-efficient and functional materials that are versatile in terms of design.

### NOTE FEES

The jury evaluates submissions in main categories and additional categories separately. Multiple awards for a single project are possible.

**Registration fee (for participation):** **Once** per company, regardless of the number of submissions.

**Service fee (if you win):** **Per** award and per category. If you receive **multiple awards** in the main and additional categories, you will receive a separate invoice for each win.

Detailed information on the fees can be found on **pages 17 and 18**.

# 06.

# SUBMISSION OF THE PRESENTATION TO THE JURY SESSION

## PREPARATION

After successful registration, we ask you to provide a **presentation of your project or product**.

- Make your **presentation appealing and clear**: short English texts, photos, plans and technical drawings. Please label renderings and visualisations accordingly.
- **Highlight special features**: e.g. **resource use**, social **added value**, circular approach, **product specifications** or **innovative ideas**. **For transformations**: clearly state conversions and additions, e.g. energy consumption or reuse of materials.

For **submissions in the additional categories** 'Innovative Material' and 'Circular Design', you will receive a **questionnaire** after registration in which further information will be requested.

## FORMATS

Entries may be submitted as **PDF presentations or films (PDF and MPEG4 files)**. The jury will review the documents digitally in desktop view.

In the '**Communication**' category, data such as websites, apps, films, etc. may also be submitted.

## SCOPE

- Multiple presentations can be combined into one PDF (max. 10 pages)
- Maximum film length: 180 seconds
- Maximum file size for upload: 50 MB

## UPLOAD

With the registration confirmation you will receive an upload link to provide us with your presentation. A **maximum of 2 files** can be uploaded: 1x PDF and/or 1x MPEG4. All files must be clearly marked with the **project ID**.

## DATA CHECK

All incoming data is checked by us before it is prepared for the jury meeting. If any technical or contentrelated questions arise, we will contact you.

## REQUIREMENTS FOR DIGITAL PRESENTATION

The following contents clearly and understandably brought to the point:

- **Maximum 2 files per submission**
- **1x PDF and/or 1x MPEG4**
- **Texts in English**
- **max. 10 pages**
- **max. film length 180 seconds**
- **300 dpi**
- **max. file size 50 MB**
- **The file name must begin with the project ID**
- **Labelling of renderings/visualisations**

# DATA UPLOAD UNTIL 19 MAY 2026!

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# JUDGING

## JURY MEETING

The evaluation will take place in the end of Mai 2026 by the independent and international jury of leading experts from the fields of architecture, interior design and product design. The jury reviews all submissions, compares, discusses and decides on the awards.

## EVALUATION CRITERIA

- Overall concept
- Design quality, aesthetics
- Contextual quality, social compatibility
- Choice of materials and detail
- Manufacturing technology and quality
- Ergonomics, functionality and usability
- Safety and accessibility
- Sustainability, durability, circularity
- Energy efficiency, environmental compatibility
- Practical value
- Degree of innovation
- Marketing concept and marketing innovation
- Ecological sustainability, ecological quality

The above order does not represent criteria or a ranking for the jury. The jury is free to give any weighting to any of the criteria.

## EVALUATION OF THE ADDITIONAL CATEGORIES

### CIRCULAR DESIGN

The evaluation in the additional category is based on a special questionnaire that will be sent after registration. It is possible to provide certificates, labels, etc. via this form.

The jury assesses the degree of innovation and maturity based on these indicators\*:

Design strategies · Materials · Social context & society · Business model & value chain · Potential

### INNOVATIVE MATERIAL

The jury assesses the degree of innovation and maturity using the following indicators\*:

Degree of Innovation · Utility Value · Manufacturing Technology and Quality · Circularity · Energy Efficiency · Environmental Impact

\*The above order does not represent any criteria or ranking for the jury. The jury is free to give any weighting to any of the criteria.

## DISTINCTIONS

The jury will make up to 15 'Best of Best' awards per category and several 'Winner' awards, with 'Best of Best' being the highest rating, followed by 'Winner'. The jury is free to place entries in other categories by majority decision.

We offer a comprehensive package of benefits for each award. Please see [page 17 and 18](#) for an overview of the benefits according to the award level and the corresponding fees.

## RESULTS

You will receive written notification of the judging results by email on 12 June 2026. There will be no recourse to legal action.

- 01. THE ICONIC AWARDS
- 02. BENEFITS FOR AWARD WINNERS
- 03. DEADLINES & DATES
- 04. REGISTRATION FOR THE AWARD
- 05. AWARD CATEGORIES
- 06. SUBMISSION OF THE PRESENTATION TO THE JURY SESSION
- 07. JUDGING**
- 08. AWARD CEREMONY
- 09. SERVICE PACKAGES & SERVICE FEES

# 08.

# AWARD CEREMONY

## AWARD CEREMONY

The ICONIC AWARDS ceremony is a highlight in the calendar of architects, interior designers and building decorators, and a **relevant platform for the construction industry** in Germany.

On 6 October 2026, it will be that time again – around 500 leading figures from the **international architecture, industry and real estate sectors** will gather at BMW Welt in Munich. Here, winners will meet jurors, the press and industry experts.

In addition to the **festive ceremony** of the ‘Best of Best’ projects and special categories on stage, the focus will be on expert **dialogues, presentations** and **curated networking opportunities**.

An inspiring day that sets **new impulses**.

All award winners will receive their documents on this day and can have their photo taken by our professional photography team in front of the photo wall.

The event will be covered by our media partner DETAIL.

## INVITATION

All award winners will receive a digital invitation to the award ceremony in Munich in August 2026, including a registration link and the opportunity to apply for a short presentation during the event.

The daily programme will be sent to you in writing and can also be viewed on the website.

## IMPRESSIONS OF THE AWARDS CEREMONY 2025



01. THE ICONIC AWARDS
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09. SERVICE PACKAGES & SERVICE FEES

# 09.

## SERVICE PACKAGES & SERVICE FEES >WINNER<



<b>LABEL</b>	Use of the “Winner” label for your communication measures
<b>DOCUMENTS</b>	Two personalised documents in a high-quality frame
<b>CATALOGUE</b>	Catalogue entry with image and text and a sample copy
<b>COMMUNICATION TOOLS</b>	Whitepaper and templates for your own press activities
<b>ONLINE SHOWROOM</b>	Presentation of the project in the online showroom ICONIC Directory with link
<b>MARKETING SERVICES</b>	Access to our marketing services
<b>PRESS ACTIVITIES</b>	Press relations for the ICONIC AWARDS
<b>INDIVIDUAL CLIPS</b>	Short clips about the project suitable for social media
<b>AWARD CEREMONY</b>	Invitation to the award ceremony in Munich
<b>PRESS PHOTOS</b>	Opportunity for a professional photo in front of the photo wall

Service package “Winner” EUR 2.450,00\*

\*In the event of an award, these mandatory service fees will apply to the corresponding service package. If you win an award in the main category and in one or both additional categories, the service fees will be charged for each main category and additional category in which you win an award. A selection / non-utilization of the benefits and services is excluded. All figures apply per award and plus the legally valid value added tax.

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# 09.

## SERVICE PACKAGES & SERVICE FEES >BEST OF BEST<



<b>Label</b>	Use of the “Best of Best” label for your communication measures
<b>Documents</b>	Two personalised documents in a high-quality frame
<b>Catalogue</b>	Catalogue entry with image and text and a sample copy
<b>Communication tools</b>	Whitepaper and templates for your own press activities
<b>Online showroom</b>	Presentation of the project in the online showroom ICONIC Directory with link
<b>Marketing Services</b>	Access to our marketing services
<b>Press activities</b>	Press relations for the ICONIC AWARDS
<b>Individual clips</b>	Short clips about the project suitable for social media
<b>Award ceremony</b>	Invitation to the award ceremony in Munich
<b>Press photos</b>	Opportunity for a professional photo in front of the photo wall
<b>Social media add (exclusiv)</b>	Target group-specific advert on Facebook and Instagram with link
<b>Award sculpture (exclusiv)</b>	High-quality award sculpture with corresponding ‘Best of Best’ label
<b>Handover on stage (exclusiv)</b>	The award handover will take place on stage during the award show

Service package “Best of Best” EUR 2.900,00\*

\*In the event of an award, these mandatory service fees will apply to the corresponding service package. If you win an award in the main category and in one or both additional categories, the service fees will be charged for each main category and additional category in which you win an award. A selection / non-utilization of the benefits and services is excluded. All figures apply per award and plus the legally valid value added tax.

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# CONTACT

## OVERVIEW

Deadline for early bird rate .....	27 March 2026
Deadline grant programme .....	13 April 2026
Deadline for online registrations .....	15 May 2026
Deadline upload presentations for the jury meeting .....	19 May 2026
Jury meeting .....	27 May 2026
Notification of jury's decision .....	12 June 2026
Award ceremony .....	6 October 2026

### Do you have further questions?

Then contact us at any time:

### ICONIC AWARDS

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**Rat für Formgebung Service GmbH**

Messeturm

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## PARTNER SPECIAL PRICE

dormakaba 

## MEDIA PARTNER

**DETAIL**



**meter** Das Onlinemagazin für Wohnkultur

